MLA 2015 Conference

Location
DCU Center • 50 Foster Street • Worcester, MA 01608

Exhibit Hall Hours
Tuesday, May 5th: 12:30pm – 5:30pm
Wednesday, May 6th: 8:30am – 12:00pm

MLA Conference Committee
Michelle Filouet • Conference Co-Chair • Reading Public Library
Esmie Green • Conference Co-Chair • Goodnow Library, Sudbury
Ellen MI Keane • Conference Co-Chair, Scholarship Chair • UMass Lowell Libraries
William Adamczyk • Milton Public Library
Diane Amunziato • IFC Co-Chair • Parker Memorial Library, Dracut
Laura Bernheim • Walhalla Public Library
Nora Blake • Trinity Subcommittee • Massachusetts Library System
Pingshen Chen • Local Library Liaison • Worcester Public Library
Beth Gallaway • Grafton Public Library
Virginia Johnson • Weymouth Public Library
Dina Kanabar • Scholarship Subcommittee • Westford Public Library
Diane Young • Registration Support
Rick Levine • Conference Technology Support • Massachusetts Library System
Kristen Collins • Massachusetts Library Association Conference Coordinator
Joanne Lamothe • Sandwich Public Library
Laurie Lessner • MLA PR Committee • SAILS Library Network
Joseph Logue • Cambridge Public Library
Carollann MacMaster • Sponsorship Subcommittee • Auburn Public Library
Anna Mickelson • Springfield City Library
Eric Poulin • Academic Liaison, MLA Admin. Board Liaison • University of Massachusetts Amherst Libraries
Jessica Lamarre • YSS Liaison • Duxbury Free Library
Jacqueline Rafferty • IFC Liaison • Pratt Memorial Library, Cohasset
Betsy Rajeotte • Conference PR • Sutton Free Public Library
Deborah Rich • Duxbury Free Library
Danielle Savin • TSS Liaison • Thayer Public Library
Jennifer Forgit • Awesome Award Winner, Cary Memorial Library
Kirsten Underwood • PIE Chair, Scholarship Subcommittee • Nevis Memorial Library
Laura Bernheim • Waltham Public Library
Diane Annunziato • IFC Co-Chair • Parker Memorial Library, Dracut

MLA Representatives to the Conference Committee
Kristen Collins • Massachusetts Library Association Conference Coordinator
Rick Levine • Conference Technology Support • Massachusetts Library System
Sharon Shalo • Massachusetts Center for the Book Liaison
Diane Young • Registration Support

Special Thanks to MLA Officers
Maureen Ambrosio • President • Westonborough Public Library
Eric Poulin • Vice-President/President Elect • University of Massachusetts Amherst Libraries
Elizabeth Marcus • Past President • Brockton Public Library
Debbi Conrad • Secretary • SAILS Library Network
Bernadette Rivard • Treasurer • Bellingham Public Library

Monday, May 4th

8:00am-9:00am Prefunction Area Registration and Buffet Breakfast

Monday 9:00am-10:15am Ballroom A
Get to Know MLA
Are you a new member of MLA and wondering what it's all about? Are you a long-time member wanting to get more involved and engaged? Grab some breakfast from the lobby and come join us for a casual conversation about MLA and what makes it great. You'll meet members of many of MLA's committees and sections and learn what everyone does to make a difference.

Monday 9:00am-10:15am Ballroom B
The Management Game
How Do You Manage? Host J.P. Porcaro, ALA Presidential candidate and co-founder of ALA Think Tank (ALATT) presents front line staff with a variety of library issues pulled from ALATT (and audience suggestions). The challenge: assess the situation and make a call while the Director is away. After guessing how the administrator might respond, the Director reveals how s/he would have played it, a la the Newlyweds game. A discussion about library policy, customer service, and making it happen will follow.

Sponsored by: MLA Conference Committee
Speakers: J.P. Porcaro, NJCU Acquisitions and Technology Librarian and ALA candidate for President, Jersey City, N.J.; Patti Drullo, Director, Ipswich Public Library and Corrin Flaherty, Reference Librarian, Tewksbury Public Library; Karen Stembridge, Director, and Helen Kingman, Circulation, Cary Memorial Library, Lexington; Beth Gallaway, Director; and Susan Lebe, Head of Circulation, Grafton Public Library

Monday 9:00am-10:15am Ballroom C
Collaborating for Information Literacy in the Sciences: An ACRL Assessment in Action Project
Recently, the GCC library collaborated with science faculty to design, implement, and assess scientific information literacy. We will present the process for our collaboration, as well as the results from our study. Those interested in information literacy instruction, successful collaboration strategies, the sciences, and/or assessment practices are welcome.

Sponsored by: MLA Conference Committee
Speakers: Erin Daly, Chicopee Public Library; Noelle Boc, Tewksbury Public Library; Dena Moscheck, Plymouth Public Library; J.P. Porcaro, NJCU Acquisitions and Technology Librarian and ALA candidate for President, Jersey City, N.J.; Patti Drullo, Director, Ipswich Public Library and Corrin Flaherty, Reference Librarian, Tewksbury Public Library; Karen Stembridge, Director, and Helen Kingman, Circulation, Cary Memorial Library, Lexington; Beth Gallaway, Director; and Susan Lebe, Head of Circulation, Grafton Public Library

Monday 9:00am-10:15am Ballroom D
YSS Annual Meeting with Kevin Osborn
Come hear all about the awesome things we have done and plan to do with a special presentation by local maker and tech guru, Kevin Osborn, who will be demonstrating 3D printers and discussing other maker movement programs that librarians can do. Kevin is a 30+ year veteran of the computer industry and currently an independent consultant for electronic prototyping, software development, and maker programs. The Awesome Award winner for this year will be announced with a special briefing presentation.

Sponsored by: Youth Services Section
Speakers: Erin Daly, Chicopee Public Library; Noelle Boc, Tewksbury Public Library; Deni Moscheck, Plymouth Public Library; Jessica Lamarre, Duxbury Free Library; Kevin Osborn, Local Maker; Jennifer Forget, Awesome Award Winner; Cary Memorial Library

Monday 10:15am-10:30am Prefunction Area Break

Monday 10:30am-11:45am Ballroom A
Bite Size Learning: Staff Training a Little at a Time
Through the LSTA grant: Customer Experience in a Digital Age, Reading Public Library staff members were given the opportunity to train one hour per week on a variety of topics: technology, customer service, reader’s advisory, in Bite Size sessions. Come to this session to learn how it was implemented and how your library staff can learn something new, one bite size hour at a time.

Sponsored by: MLA Conference Committee
Speakers: Michelle Filouet, Head of Circulation, Reading Public Library; Amy Lannan, Assistant Director, Reading Public Library; Patty O’Donnell, Senior Library Associate, Reading Public Library

Monday 10:30am-11:45am Ballroom B
The Answer Is Yes: Customer Service Successes for the New Library Director
Two newbie Library Directors reveal how they took the reins of small libraries (pop. under 25,000), made some tweaks, and in the process changed policy, reimagined spaces, implemented pop culture programming, upgraded to the digital age, empowered staff, and engaged the community—for the better, and within budget! Bring your own customer service successes or “say yes stories” to share, we’ll dedicate the last 20 minutes to YOU.

Sponsored by: MLA Conference Committee
Speakers: Beth Gallaway, Director, Grafton Public Library; Peter Struzziero, Director, Belmont Public Library
Evaluating Information in an Age of Overload
Librarians no longer struggle with finding enough information to answer a patron’s query, now the problem is information overload. The challenge is sifting through the information to find the best match for patrons’ needs. This issue is further complicated by corporations and ideological interests creating information that so closely resembles peer-reviewed science that even scholars can be confused.

In this session, we will discuss the implications of the issue of conflict of interest and its impact on research. Session attendees will brainstorm strategies to deal with this issue, and we will examine techniques and tools for dealing with this growing problem.

Speaker: Heather Brodie Perry, Reference Librarian and Assistant Professor, Stonehill College

Outreach Outside the Box
Looking for ways to connect with your community outside of the Children’s Room doors? Jumpstart your outreach programs with these ideas that might well change the way your community views and uses the library.

Speakers: Deborah Morrissey, Chelmsford Public Library; Noelle Boc, Head of Children’s Services, Tewksbury Public Library; Allison Driscoll, Children’s Librarian, Newburyport Public Library

Monday 11:45am-1:15pm North Ballroom
Opening Day Lunch, featuring Thrity Umrigar, author of The Story Hour, the selection for MLA’s first One Book, One Conference
MLA welcomes Thrity Umrigar, author and award-winning journalist, to discuss her latest book, The Story Hour. Umrigar has been a contributor to the Washington Post, Boston Globe, and the Huffington Post, among other publications. She is the winner of the Nieman Fellowship to Harvard, the 2009 Cleveland Arts Prize, and the Seth Rosenberg Prize. A professor of English at Case Western Reserve University, she lives in Cleveland, Ohio.

Monday 11:45am-1:15pm North Ballroom Prefunction Area
Guerrilla Storytime
Part show-and-tell and part Q & A, Guerrilla Storytime is a participatory learning experience where librarians are encouraged to share their strengths and ask questions. Youth librarians will gather to share answers to tough questions related to Chatty parents, favorite rhymes/songs, best practices for incorporating technology, and more.

Sponsored by: Youth Services Section
Speakers: Ashley Waring, Children’s Librarian, Reading Public Library; Rachel Keefer, Children’s Librarian, Boston Public Library, Parker Hill Branch

Monday 1:15pm-2:30pm Ballroom A
At a Tipping Point: Online Learning, is Your Library in the Loop?
Online learning is mobile, and online learning is for everyone. According to the recent OCLC membership report, At a Tipping Point: Education, Learning and Libraries, nearly half of Americans 16 and older have participated in online learning. In this program, we’ll explore who is turning to online learning, why, what they are hoping to accomplish, and what impact this all has on libraries. In addition, attendees will be invited to share what they are doing to curate online learning opportunities in their libraries. Come share ideas on how libraries can get into the loop. This program is targeted toward public, academic, and special libraries.

Sponsored by: OCLC
Speaker: Rob Favini, Member Liaison – Northeast Region, OCLC, Inc.

Monday 1:15pm-2:30pm Ballroom B
Books and Bikes: Pedaling Innovation through Collaboration
The program will discuss two libraries’ experiences with pedal-powered outreach programs: the collaborative process for the development of the Boston Public Library’s Bibliocycle program, and the nascent BookBike program at the Public Library of Brookline. Discussion will include the relationship developed with Boston Bikes; the mobilization of resources from departments across the BPL & PLB; and the engagement of library branches located in neighborhoods. Presenters will talk about Bibliocycle & BookBike as models for innovative library outreach and tools for engaging new patron populations. Finally, presenters will explore Bibliocycle/BookBike’s potential to build connections between the BPL, PLB, and other library systems and literacy organizations.

Speakers: Katrina Morse, Branch Librarian, Boston Public Library; Parker Hill Branch; Jenny Noccioli, Community Cycling Programs Manager, Boston Bikes; Brian Hodgdon, Reference Librarian, Brookline Public Library

Monday 1:15pm-2:30pm Ballroom C
Stealth Reference: Reaching Non-Library Users
Stealth /stelTH/ noun 3. Being amazingly slick or smooth (Urban Dictionary, accessed 10/08/2014). Interested in reaching non-users? Our panel members take programming and reference skills out to folks who don’t come to the library. We gather ideas and questions. We provide active services! Come hear about our successes and failures.

Speakers: Margot Malachowski, Community Outreach Librarian, Baystate Health Sciences Library; Anne Gancarz, Community Services Librarian, Chicopee Public Library; John Walsh, Assistant Reference Supervisor, Newton Free Library

Monday 1:15pm-2:30pm Ballroom D
The Importance of Play: Early Literacy Play Spaces
Learn how children’s librarians have implemented early literacy play spaces during programming and in the children’s room itself. Librarians will learn fun and feasible ideas for creating developmentally beneficial play areas in libraries that can be adapted to any environment.

Sponsored by: Youth Services Section
Speakers: Denise Robinson, Children’s Librarian, Watertown Free Public Library; Maureen Foley, Head of Children’s Services, Chelmsford Public Library

Monday 1:50pm-2:30pm Junior Ballroom
The MLA One Book, One Conference Book Group
Storytelling is something that most people (especially librarians) are familiar with; an art that crosses cultural and economic boundaries effortlessly. Stories are personal, and while they are often told through filters we may not even be conscious of, they still offer historical, political, and geographical insights into who we are and where we come from. Join your MLA colleagues as we discuss special guest Thrity Umrigar’s The Story Hour. Why do people have an almost innate need to share stories? How has storytelling changed with the advent of social media? Could you relate to Maggie or Lakshmi? Who would you cast in the movie version of this book? The best book groups include a variety of feelings. Love it, hate it, or can’t decide, all opinions are welcome. We will have an informal discussion led by Kelly Linehan, whose Chick Lit Discussion group at the Cambridge Public Library was ahead of its time.

Discussion Leader: Kelly Linehan, Director, Waltham Public Library

Monday 2:30pm-2:45pm Prefunction Area Break

Monday 2:45pm-4:00pm Ballroom A
21 Ideas for 21st Century Libraries
Discover how to create a successful and thriving 21st century library with a slew of examples, best practices, practical ideas, and tips from libraries and other organizations. Topics covered will include space planning, marketing, staffing, community collaborations, customer services, technology, and more. With over 40 years of library and industry experience between them, Kim Bolan Cullin and Rob Cullin know how to manage, in good times and bad, while still innovating and excelling at every turn.

Sponsored by: MLA President Maureen Ambrosino
Speakers: Kim Bolan Cullin & Rob Cullin, Consultants, Kimberly Bolan and Associates, LLC
Monday, May 4th

Monday 2:45pm-4:00pm Ballroom B
Connecting the Dots of Internet Freedom: The Future of Free Speech
This interactive session will weave together stories and images of current digital activism and resistance to online censorship, surveillance, and corporate power grabs. By exploring the root causes and connections between issues like net neutrality, copyright enforcement, and online privacy, we’ll paint a picture of why people and groups from across the political spectrum are defying tradition and coming together to defend the Internet as the greatest hope for the future of free speech. Evan Greer is the campaign director for Fight for the Future, a nonprofit dedicated to protecting and expanding the Internet’s transformative power for good.

Sponsored by: Intellectual Freedom Committee (MLA-IFC) and Social Responsibilities Round Table (SRRT)

Speaker: Evan Greer, Campaign Director, Fight For The Future (FFTF)

Monday 2:45pm-4:00pm Ballroom C
Reference Services in the Future: Are We the Guardians of the Information Galaxy? Join us for a panel of public, school, and academic librarians discussing the future of reference services. We’ll talk about how we’re responding to the needs of our users and bring them with us to the future of reference services in libraries. Demetri Kyriakis, Supervisor of Reference Services at the Morse Institute Library in Natick, will be our moderator and facilitator for this session.

Speakers: Brian Herzog, Head of Reference, Chelmsford Public Library; Pingsheng Chen, eResources and Reference Supervisor, Worcester Public Library; Dale LaBonte, Coordinator of Library Serials and Electronic Resources, Quinsigamond Community College; Kate Shaw Glidden, School Librarian, Lee Elementary School

Monday 2:45pm-4:00pm Ballroom D
Beyond the Rainbow Booklist: Rethinking Library OUTreach to LGBTQQ Youth Libraries are community centers that are uniquely poised to provide information, resources, and support for lesbian, gay, bisexual, transgender, queer, and questioning (LGBTQQ) patrons. Especially for gay and questioning teens, libraries can offer much-needed safe spaces and supportive librarians can serve as allies and mentors. Join a dialog with staff of the newly reconfigured Massachusetts Collection on LGBTQ Youth and representatives of the library community who believe our libraries can and should be more proactive in this effort.

Sponsored by: Youth Services Section

Monday 4:00pm-5:15pm Ballroom A
PARA Certification Roundtable (and Paralibrarian Annual Meeting)
The Brainstorm with certified and experienced PARA experts, and the directors, administrators, and MLA executives who support the PARA Certification. All are welcome to join a lively discussion of the MLA Paralibrarian Recognition of Achievement Certification (PARA) program and review of the PARA levels I, II, III, and IV guidelines and application process. Why do library job postings include: PARA preferred? How do you find information and get help with your submission? Get answers to your questions. A short Paralibrarian Section Annual Meeting will follow the discussion.

Speakers: Karen Horn, Sturgis Library, Barnstable; Lori Salotto, Middleborough Library; Joyce Senior, Newburyport Library

Monday 4:00pm-5:15pm Ballroom B
Managing Multiple Generations
Today, with the widening age range due to delayed retirement and second careers, managers are often leading teams composed of Traditionalists (born before 1945), Baby Boomers (born from 1946 to 1964), Generation X (born from 1965 to 1979), and Generation Y (born from 1979 to 1999). While the most productive work teams are often the most diverse, our diversity of age presents a challenge for managers as they work to engage and motivate their teams. This seminar will examine universal rules of employee engagement as well as generation-specific motivation considerations, including recognition, independence, purpose, career development, and connection.

Speaker: Cally Ritter, EAP consultant with ALL One Health Employment Assistance Program and Licensed Independent Clinical Social Worker

Monday 4:00pm-5:15pm Ballroom C
Power of the Written Word: Librarian Influence Through Reviews Librarians are known as the book experts of the community, so writing about books can reach readers almost as much as word of mouth. With the success of librarian-driven programs such as LibraryReads, library staff can show exactly how much influence we truly have over which author or book becomes the next big thing. We are all used to professional reviews for collection development, but they don’t have to appear only in trade journals to matter. Librarians can promote books through local reviews, shelf talkers, and staff picks in the library and online. Booklist editor Rebecca Vnuk, MLS Advisor Kristi Chadwick, and Library Director Nanci Milone Hill will discuss their experience writing professional reviews for Booklist and Library Journal while sharing tips on how you can become involved and grab the gold ring on reviews.

Speakers: Kristi Chadwick, Advisor, Massachusetts Library System; Rebecca Vnuk, Editor, Reference and Collection Management, Booklist; Nanci Milone Hill, Director, M.G. Parker Memorial Library, Dracut

Monday 4:00pm-5:15pm Ballroom D
Focusing on Time Efficient Technologies: The Teen Librarian’s BFF Teen Librarians, need to squeeze extra time in your day? Learn a few tricks with collection development, social media, and file management. Join our session to discover how to be notified of 5 star and full text reviews all in one place. Utilize the benefits of the cloud with Dropbox and Google Drive. Let’s talk social media, where teens are, and what is worth your time.

Sponsored by: Youth Services Section

Monday 5:30pm-6:30pm Prefunction Area President’s Reception
Sponsored by Massachusetts Center for the Book

Monday 6:30pm-9:00pm North Ballroom Dinner, Awards Gala, and Book Cart Drill Team
Join us for the second annual Awards Gala to honor the stars of conference, including PR Awards winners, Paralibrarian Awards, PARA Certifications, Youth Services Section Awesome Award, Book Cart Drill Team Competition, and scholarship winners. Ann Popp will return as the Master of Ceremonies.

Bi-annual MLA PR Awards
Every other year, Massachusetts libraries are invited to submit their best PR materials for the MLA PR Awards. Come see the winners walk across the stage to accept their awards. Winning entries will be on display.

Paralibrarian Awards
Join us to honor people who work in libraries throughout Massachusetts. You nominated these outstanding contributors, now let’s cheer and show them how much they are appreciated for going above and beyond, as we honor the nominees and recipients of the 2015 Outstanding Paralibrarian of the Year and the Paralibrarian Advocate of the Year.

Moderators: Robin Demas, Concord Free Public Library; Kitty Smith, Concord Free Public Library

PARA Certificates
Presentation and recognition of the accomplished paralibrarians who have earned the MLA Paralibrarian Recognition of Achievement (PARA) Certification levels I, II, III, and IV.

Moderators: Karen Horn, Sturgis Library, Barnstable; Lori Salotto, Middleborough Library; Joyce Senior, Newburyport Library

Book Cart Drill Team Competition, sponsored by DEMCO
BCDTs from libraries across the state demonstrate teamwork and community spirit as they entertain. Followed by the presentation of awards and $500 in DEMCO gift certificates to the winners.

Moderators: Gerry Deyermond, Memorial Hall Library, Andover; Allison Sloan, Reading Public Library; Gael Nappa, Haverhill Library

Awesome Award
The Youth Services Section of MLA celebrates a teen or children’s librarian who has done something awesome in the past year from implementing new programs and marketing strategies to reaching out to forge new community ties.

Moderators: Jessica Lamarre, Dustbury Free Library; Erin Daly, Chicopee Public Library
Tuesday, May 5th

7:30am-8:30am Prefunction Area Registration and Buffet Breakfast

Tuesday 8:30am-9:45am Ballroom A

Charting Our Own Course: The Massachusetts Evergreen Experience

Three Massachusetts library networks formed the Massachusetts Library Network Cooperative (MassLC) in 2009 to jointly implement and enhance the Evergreen open-source library system. Since that time, MassLC has been instrumental in shaping the features available today in Evergreen and in working with the community to make Evergreen better for everyone. In this program, we’ll talk about how we worked with an open-source community to make a big impact on a key software system used by many Massachusetts libraries.

Speakers: Kathy Lusiej, Project Coordinator, MassLC; Tim Spindler, Executive Director, C/N MARS; Jeff Klapes, Head of Reference Services, Lucas Beebe Memorial Library

Tuesday 8:30am-9:45am Ballroom B

Get to Know MLA

See description on page 3.

Tuesday 8:30am-9:45am Ballroom C

Sustainability in Library Design, or Agile Libraries that Evolve with You

When a bricks-and-mortar library isn’t able to respond to the rapidly changing needs of its community, library users go elsewhere for their information. In this session, we’ll present ways to maximize flexibility in a library building’s layout and identify trends in library design to help keep users coming through your doors. Whether you are planning to build a new library, renovate an existing building, or rearrange individual areas within your building, find out how to rethink your library’s space.

Speakers: Lauren Stara, Library Building Specialist, MBLC; Rosemary Watols, Library Building Specialist, MBLC; Salvatore Genovese, Director, Walpole Public Library

Tuesday 8:30am-9:45am Ballroom D

Technical Services Section Annual Meeting

What’s new with the Technical Services Section? Plenty! Come learn about us and attend our annual meeting. There will be time afterward for breakout discussions on trends and topics in technical services and technology.

Supported by: Technical Services Section

Tuesday 8:30am-12:00 Ballroom E

Tech Logic: Expect More Speaker Series

Libraries and librarianship are changing—shifting focus from collections and buildings, to communities and civic empowerment. Please join us for this invitation-only event, where you will gain new tools and insight into how you can help forward community aspirations through knowledge and learning. This program will run until 12:00.

Supported by: Tech Logic

Speakers: R. David Lankes, Professor and Dean’s Scholar for the New Librarianship at Syracuse University’s School of Information Studies, and Director of the Information Institute of Syracuse; Lori Bowen Ayre, MLIS and founder of The Galicia Group; Cheryl Gould, Learning Facilitator for Fully Engaged Libraries

Tuesday 9:00am-11:05am Ballroom A

The Legislative Agenda is YOUR Agenda

The Legislative Agenda affects every library in the Commonwealth. Learn how your input is used to develop the agenda, how it impacts your library services, how the MBLC uses it with the Legislature, ways in which you can use it with local and state officials, hear about advocacy efforts, and learn about the long-term funding strategy. The panel includes a Commissioner and staff from the Massachusetts Board of Library Commissioners and representatives from the Massachusetts Library Association and Western Massachusetts Library Advocates. An informed, united, and active library community is key to a successful Legislative Agenda—join us!

Supported by: Personnel Issues/Education Committee

Speakers: Celeste Brune, Communications Specialist, MBLC; Mary Ann Cloggish, MBLC Commissioner, Vice Chair of MBLC; Linda Stetson, Director, Morse Institute Library; John Ramag, WMLA President; Katherine Dibble, MFOL Board Member

Tuesday 9:30am-11:05am Ballroom B

Think, Pair, Share But Don’t Stop There: Creative Teaching Techniques for Effective Instruction

Librarians are being asked to take on an increasing amount of teaching responsibility in all types of settings, often with-out any formal training. Join Simmons College SLIS West Professor Eric Poulin and members of his User Instruction class for this fun and interactive exploration into various methods of creative classroom engagement. This session will sharpen your teaching toolkit and will appeal to public, school, and academic librarians.

Speakers: Eric Poulin, Professor, Greenfield Community College and Simmons College SLIS West; Rebecca Morin, Simmons College SLIS West; Kate Flinn, Simmons College SLIS West; Katie Beth Ryan, Simmons College SLIS West

Tuesday 9:30am-11:05am Ballroom C

An Introduction to Fighting Surveillance and Promoting Privacy in Libraries

Alison Macrina, Founder and Director of The Library Freedom Project (Boston), and Kade Crockford, Director of the Technology for Liberty Program at the ACLU of Massachusetts, will present a program on issues of privacy and surveillance as they relate to libraries. Crockford will give an introduction to current issues of surveillance and privacy, focusing on government and corporate surveillance, addressing how privacy rights fit into the greater mission of libraries as democratic institutions committed to intellectual freedom, and how surveillance threatens the core values of librarianship defined by the ALA Library Bill of Rights. Macrina will then discuss and demonstrate some practical tools for online privacy that can be implemented in library PC environments or taught to patrons in classes/one-on-one tech sessions. They will also provide copies of an ACLU privacy rights primer for librarians.

Supported by: Intellectual Freedom Committee (MLA-IFC) & Social Responsibilities Round Table (MLA-SRRT)

Speakers: Alison Macrina, Founder and Director of The Library Freedom Project (Boston); Kade Crockford, Director of the Technology for Liberty Program at the ACLU of Massachusetts

Tuesday 9:30am-11:05am Ballroom D

Genealogy 101: Helping Library Users Research Genealogy and Family History

Libraries of all types receive reference questions from users researching their family histories, but not all libraries have the resources on hand to answer those questions. This panel discussion will cover the basics of genealogical reference, as participants from libraries and archives share their experiences and advice. What types of genealogical questions are most common, and which resources are most likely to be useful? When should users be referred to another institution, and what other institutions in Massachusetts support genealogical research? Learn the answers to these questions, or bring your own!

Supported by: Technical Services Section

Speakers: Susan April, Archivist, Kingston Public Library; Joy Henning, Worcester Collection Librarian, Worcester Public Library; Nick Szydloowski, Digital Initiatives and Scholarly Communication Librarian, Boston College Law School; Barbara Burg, Jewish Genealogy Society of Greater Boston; Alice Kane, Genealogist, New England Historic Genealogical Society; Marie Lamoureux, Collections Manager, American Antiquarian Society

Tuesday 11:05am-11:55am Break

Tuesday 11:15am-12:30pm Ballroom A

Advocacy and Your Library

How can you advocate effectively for your library? What do elected officials need to know and when do they need to hear it if they are going to help you make the best case for your institution? Are there key activities throughout the year that can complement your annual funding conversations? In this lively discussion, you will hear from elected officials at the state, city, and town level about the ways in which you can become an effective advocate for your library and its position among and within the funding priorities that they must balance as they develop budgets and long-term plans.

Supported by: MLA Legislative Committee

Participants: Honorable Edward M. Augustus, Jr., City Manager, Worcester; Representative Kate Hogan, 3rd Middlesex, Chair, Public Library Caucus; Mr. John Arnold, Town Moderator, Westborough. Moderators: Susan McAlister, Dana O’Brien, and Beverly Shank, MLA Legislative Committee Co-Chairs
Tuesday, May 5th

Tuesday 11:15am-12:30pm Ballroom B
Local Authors—Helping You, Helping Them
With the rise of digital technologies, self-publishing has exploded. Libraries are called to serve new authors despite limited resources. Consider how local authors can partner with you to build excellent programs that help you and them find new community connections. From writing workshops and author talks to storytime, local history events, and more, local authors can help you.

Speaker: Matthew Jaquith, Adult Program & Training Librarian, Springfield City Library

Tuesday 11:15am-12:30pm Ballroom C
HVAC, Elevators, Skylights...Oh, My!
What they didn't teach you in Library School SHOULD (but, doesn't) fill a book, and library facility oversight and maintenance is typically and painfully learned on the fly. Gain from this program useful, helpful tips, practices, insights, and handouts that will assist you in overseeing and maintaining your library building.

Speakers: Eamon Shelton, Major Projects Manager, Boston Public Library; Ellen Rainville, Director, J. V. Fletcher Library, Westford

Tuesday 11:15am-12:30pm Ballroom D
Develop Your Non-Print Collection to Perfection
This program is for library staff interested in collection development for non-print materials. Our panel will discuss materials such as audio-visual (including streaming audio and video), databases, ebooks, equipment, and other unusual items a library might wish to acquire. Audience questions and comments are encouraged.

Sponsored by: Technical Services Section
Speakers: Jill Graboski, Assistant Director, Newton Free Library; Christina Brodeau, User Services Librarian, Old Colony Library Network; Elizabeth Dubé, Adult Services Librarian, Plymouth Public Library; Lily Olson, Access Services Librarian, Boston College Law School

Tuesday 12:30pm-1:15pm Exhibit Hall Grand Opening

Tuesday 1:15pm-2:30pm Exhibit Hall Lunch

Tuesday 2:30pm-3:45pm Ballroom A
Dealing with Workplace Bullying
The 2014 MLA Conference program on workplace bullying opened the door to many questions from attendees including how one can advocate for themselves if they are experiencing bullying in the workplace, how directors and supervisors can be proactive in creating workplaces where bullying does not occur, and how to deal with instances of bullying among staff and others in the library workplace. This program will revisit the definitions of workplace bullying and go beyond to provide guidance, policies, and procedures to deal with this issue.

Speakers: George Luse, Training and Organizing Coordinator, Massachusetts Teachers Association; Carol Anne Gears, Maureen Ambrosino, Director, Westborough Public Library

Tuesday 2:30pm-3:45pm Ballroom B
A Whale of a Good Time: Summer Library Programming for All Ages
Plymouth Public Library presented their 2014 Summer Library program “Reading on the High Seas” in conjunction with their “One Book, One Community” reading of Moby-Dick. They held many performances and activities for patrons of all ages. Join Jennifer Harris and Margaret McGrath as they tell you how they did more programming in one summer than they thought humanly possible and got hundreds of patrons to read Moby-Dick.

Speakers: Jennifer Harris, Assistant Library Director, Plymouth Public Library; Margaret McGrath, Youth Services Librarian, Plymouth Public Library

Tuesday 2:30pm-3:45pm Ballroom C
Boost Your Cultural Competency: How to Better Meet Your Immigrant Patrons’ Expectations
Libraries across Massachusetts are seeing an increase in immigrant populations. How do you serve this diverse group whose information and service needs may be different from your typical patron? Listen to three foreign-born librarians share their stories, tips, insights, and resources with role-plays on how we can better understand and serve our foreign-born patrons.

Speakers: Pingsheng Chen, E-Resources & Reference Supervisor, Worcester Public Library; Rezarta Reso, Children’s Librarian, Worcester Public Library; Priya R. Subramanian, Reference Librarian, Worcester Public Library

Tuesday 2:30pm-3:45pm Ballroom D
RA Toolbox: Conversing with the Reader—The Readers’ Advisory Interview
Embrace the fear! For RA practitioners with some training who want to improve their responses when helping readers, this workshop overviews the interviewing process. Emphasizing collaboration and scripted scenarios, small groups will help you practice interacting with readers and acquire techniques to help readers find the perfect read.

Speaker: Leane M. Ellis, Readers’ Advisory and Reference Librarian, Lucius Beebe Memorial Library, Wakefield

Tuesday 3:45pm-4:15pm Exhibit Hall Break

Tuesday 4:15pm-5:30pm Ballroom B
Expectations vs. Realities in Today’s Library Job Market
What should a resume look like? Who should I address my cover letter to? PDF or Word doc? What should I wear to my interview? How should I prepare? The dos and don’ts of applying for jobs change so often and vary so wildly, they can be hard to navigate. A panel of experienced, current hiring agents are here to talk about how to handle the intricacies of the application and interview process.

Speakers: Sara Slymon, Library Director, Public Library of Brookline; Christine Schonhart, Director, Library Services, Branches, Boston Public Library; Jennifer Inglis, Chief of Public Services, Boston Public Library

Tuesday 4:15pm-5:30pm Ballroom C
Backyard Astronomy: Introducing the Library Telescope Program
Your patrons can be gazing at the stars through telescopes they check out from your library! Join the Aldrich Astronomical Society, Inc. and Cornerstones of Science to learn about the Library Telescope Program and how your library or school can acquire telescopes through grants or a modest purchase plan. Each telescope comes with on-site training for your staff and ongoing maintenance for the telescope. Enjoy continuing support to your community summer reading programs and stargazing events. Library patrons can now actively participate in the exploration of space in their own backyards!

Speakers: John Root, Aldrich Astronomical Society; Jim J. Zebrowski, President, Aldrich Astronomical Society; Cynthia Randall, Executive Director of Cornerstones of Science

Tuesday 4:15pm-5:30pm Ballroom D
RA Toolbox: Staying Alive—Readers’ Advisory Continuing Education
Want to keep your Readers’ Advisory skills thriving? Experienced RA practitioners will provide strategies, tips, and techniques for ongoing Readers’ Advisory staff education (or training). This program is for those who have a foundation in RA, although we’ll provide some information on where to seek training for newbies.

Speakers: Laurie Cavanaugh, Director, Holmes Public Library, Halifac; Nanci Milone Hill, Director, Parker Memorial Library, Dracut; Molly Moss, Head of Reference, Forbes Library, Northampton; Leane M. Ellis, Readers’ Advisory and Reference Librarian, Lucius Beebe Memorial Library, Wakefield
Thursday, May 5th

Tuesday 4:15pm-5:30pm Junior Ballroom
The MLA One Book, One Conference Book Group
Storytelling is something that most people (especially librarians) are familiar with, an art that crosses cultural and economic boundaries effortlessly. Stories are personal, and while they are often told through filters we may not even be conscious of, they still offer historical, political and geographical insights into who we are and where we come from. Join your MLA colleagues as we discuss special guest Thrity Umrigar’s The Story Hour. Why do people have an almost innate need to share stories? How has storytelling changed with the advent of social media? Could you relate to Maggie or Lakshmi? Who would you cast in the movie version of this book? The best book groups include a variety of feelings. Love it, hate it, or can’t decide, all opinions are welcome. We will have an informal discussion led by Kelly Linehan, whose Chick Lit Discussion group at the Cambridge Public Library was ahead of its time.

Discussion Leader: Kelly Linehan, Director, Waltham Public Library

Tuesday 5:30pm-6:30pm Prefunction Area
Career Mixer & Cocktail Hour
Are you a recent Library Science Graduate or Library Science Student interested in meeting potential employers in the public library field? Are you an employer seeking to recruit fresh talent, some new blood, and the un-jaded? Please join us for a Library Career Mixer! We welcome students currently working toward their Library Science Degree, or recent graduates of accredited Library Science programs. The format of this event will focus on personal interaction and small group conversations. Prospective candidates should bring multiple copies of their resumes. Employers should bring contact information or job descriptions and be prepared to make connections with enthusiastic and energetic, self-starters, fresh to the field.

Sponsored by Gale/Cengage Learning

Speakers: Farouqua Abuzeit, Manager of Youth Services, Boston Public Library; Megan Statza, Head of Children’s Services, Goodnow Library, Sudbury

Tuesday 6:30pm-10:00pm North Ballroom Dinner, Trivia, and Battle Decks
We’re bringing Trivia Night back once again, so start exercising your brains and forming your teams to win the fabulous Knowledge Trophy! This year we’re adding a special twist! In between rounds of trivia we’ll be challenging people with Battle Decks. Twelve brave people will be challenged to improvise a short presentation on whatever topic is put before them that night! The audience and some special guests will judge each person’s performance/presentation. Trivia teams will be limited to a maximum of 10 people. If you don’t have a team, we will be able to get a team to “adopt” you the night of the event.

Battle Decks contestants are encouraged to sign up before the event. Visit our sign up page: www.SignUpGenius.com/go/5080d45A5AD29A20-battle and sign up now!

Tickets for this event are $25 per player. All ticket proceeds benefit MLA’s advocacy and scholarship funds.

Speaker: Nora Blake, MLS

Wednesday, May 6th

7:30am-8:30am Pre-Function Area Registration and Buffet Breakfast
Wednesday 8:30am-9:45am Ballroom A
How the Path to U.S. Citizenship Can Start at the Library
This presentation will provide attendees with a comprehensive overview of the naturalization process, including eligibility requirements and the naturalization test. Attendees will learn about the free resources U.S. Citizenship and Immigration Services (USCIS) provide to libraries to support individuals who are interested in naturalizing. This will include an explanation of the resources and how to access them. The presenters will also give updates on new citizenship preparation initiatives, including partnerships that support libraries, and provide strategies for educators and librarians to use them in their communities.

Speaker: Dawn Slaven, Community Relations Officer, U.S. Citizenship and Immigration Services

Wednesday 8:30am-9:45am Ballroom B
Working Effectively with Elected Officials and Appointed Boards and Committees
The roles between town department heads and elected officials or board members vary widely. What are keys to successful collaboration? Hear how the Town of Shrewsbury manages the balance. Will Brown will moderate a panel discussion with the Town Administrator and his team. Topics covered include: best practices to manage communication between staff and board members both within and outside of public meetings, appreciating and respecting the multiple municipal roles that govern a fair and impartial process, and the importance of preparation and advance communication in reducing misunderstandings and achieving desired outcomes. Bring questions for the panel and learn strategies that you can take back to your library.

Speakers: Ellen Dolan, Director, Shrewsbury Public Library; Laurie Hogan, Trustee Chair, Shrewsbury Public Library; Tom Gregory, Assistant to the Town Manager, Shrewsbury, MA. Moderator: Will Brown, LICSW, M.Ed., CEAP - Manager, Municipalities/AllOne Health EAP

Wednesday 8:30am-9:45am Ballroom C
Engaging the Bookend Generations: Programs that Reach the Youngest and Oldest Patrons
More and more librarians are creating intergenerational opportunities specifically for seasoned adults and children to engage in meaningful ways. Andrea Weaver, Founder & Executive Director of Bridges Together Inc., a not-for-profit dedicated to intergenerational programming, will explain why these programs are beneficial and lay out the key components of strong programs. Intergenerational programs from multiple libraries will be showcased.

Speakers: Andrea Weaver, Intergenerational Specialist, Founder & Executive Director of Bridges Together Inc.; Nori Morganstein, Assistant Director & Youth Services Librarian, Brewster Ladies Library; Monica Romig, Bridges Together Intern Volunteering at Chelmsford Public Library

Wednesday 8:30am-9:45am Junior Ballroom
Table Talks (refer to handout for descriptions)

• Can’t Renovate? Innovate! Hacks for Space Limitations
• Downtown Abbey Afternoon Tea Series
• Imagine a Peace-Full City
• Keep Me Safe Storytimes
• Livening Up Information Literacy Instruction or, How Librarians Can Interfere with Students’ Sleep during Bibliographic Instruction
• Making Teens a Priority
• Name a Librarian: A Funding Initiative
• Parallelibrarian Innovation: Recognition – Certification – Networking
• Starting Gate: How to Move Your Library Building Project from Idea to Construction
• Teen Book Buddies
• Unearthing Digital Treasures: Finding Little Inspirations to Captivate the Community (Yes, Even Town Hall!)
• We Think you Need a Chaser with that One-Shot
• We’re Talking Tablets

Tickets for this event are $25 per player. All ticket proceeds benefit MLA’s advocacy and scholarship funds.

Speaker: Nora Blake, MLS

Break
Wednesday, May 6th

Managing and Serving "Problem Patrons" in Urban Public Libraries

When we say the term "problem patron," most urban public librarians will immediately picture one in particular they have dealt with, often several times. While it is our duty as librarians to serve the needs of the public, whatever these may be, mental illness, addiction, and other issues can often get in the way. The balance between keeping staff safe and providing equal access to all types of patrons can be a challenge for administrators and front-line staff. This panel of library administrators and those who have worked with libraries will discuss their experiences and solutions they have found.

The session will be moderated by Kate Gray, a reference librarian at Worcester Public Library.

Speakers: Sara Sylmies, Director, Brookline Public Library; Clayton Cheevers, Assistant Director, Thomas Crane Public Library, Quincy; Christine Elow, Deputy Superintendent, Cambridge Police Department, Operations Division

Wednesday 10:00am-11:15am Ballroom A

Libraries Need Friends: Understanding Roles for Successful Partnerships

The support of Friends groups is critical to the success of libraries, but these relationships are all-too-often lacking in a mutual understanding of needs. Come hear our panelists discuss ways to effectively communicate with your Friends group, set up good organizational structure between the groups, and reap the rewards! Erin Williams Hart is the MBLC’s Trustee/Friends Information Specialist, and she will outline sound practices for successful Library-Friends partnerships. Alice Welch is current president of the MFOL and will share her experience with the efforts of this statewide organization.

Speakers: Erin Williams Hart, Trustee/Friends Information Specialist, MBLC; Alice M. Welch, President, Massachusetts Friends of Libraries/Commissioner, MBLL

Wednesday 10:00am-11:15am Ballroom B

Libraries in Partnership with Entrepreneurs: A Match Made in Heaven?

Krosslink.org, a non-profit foundation created and supported by a group of entrepreneurs and business leaders who have successfully launched and built companies of their own, is enlisting public libraries to become partners in the incubator for Entrepreneurs program. Explore the free in-library start-up incubator project that the Shrewsbury and Westborough libraries are participating in, which is aimed at supporting local businesses and entrepreneurs as they jump start their companies. Come hear how these libraries have been helping nurture and foster local entrepreneurship by serving as a hub where budding entrepreneurs gather to discuss ideas, network, and work on their own projects.

Speakers: Venkat Kolluri, Krosslink; Donna Martel, Adult Services Librarian, Westminster Public Library; Priya Rathnam, Assistant Director/Head of Adult Services, Shrewsbury Public Library; Linda Townsend, Principal, Townsend Coaching Partners, CEO, Release Well-Being Center, LLC

Wednesday 10:00am-11:15am Junior Ballroom

Speed Dating with MLS

Do you want to uncover deeper meaning in your life, professionally speaking? Do you feel like something is missing in your professional life? Make time for Speed Dating with MLS and you just may find that special connection. The Massachus-etts Library System delivers many services to Massachusetts libraries, and our staff has expertise in any number of skills and services. Join us for refreshments and an opportunity to make a new connection, learn about a service, or explore a skill you didn’t know you were missing.

Speakers: MLS Staff

Wednesday 11:15am-12:00pm Exclusive Exhibit Hall

Wednesday 12:00pm-1:15pm Ballroom C

Libraries and Job Seekers: How We Can Help

All of us have observed that more and more patrons seek our help in applying for jobs online. Would you like to assist them in a more efficient and structured way? Learn how you can create a network at your library for new job seekers and those in career transition.

Speakers: Priya Rathnam, Assistant Director/Head of Adult Services, Shrewsbury Public Library; Dina Kanabar, Head of Systems &Technical Services, J.V. Fletcher Library, Westford; Ellen Neacy, Principal Consultant at EAN Consulting, LLC; Founder and Leader of North Central Mass Networkers; Robert Hayes, Head of Technical Services/Community Services Librarian, Tewksbury Public Library

Wednesday 12:00pm-1:15pm Ballroom D

Turning Outward to Lead Change in Your Community: Turn Quiz

All communities have challenges. Librarians are uniquely positioned to help conquer them—given the right tools. This session will introduce librarians to the "Turn Quiz" tool, enabling them to assess the focus of their efforts in the community as they shift their orientation from internal to external. The Harwood Institute will show you how to leverage your trusted position in the community you serve to engage people on issues that matter to them. This tool is part of a powerful framework for engaging community and leading change.

Speaker: Mike Wood, Vice President of Strategic Partnerships, Harwood Institute

Wednesday 12:00pm-1:15pm Ballroom E

Reader’s Advisory Success with NoveList Plus and NoveList Select

NoveList Plus: Want to save staff time and deliver expert reading recommendations 24/7? Do your patrons love audiobooks? Learn more about listen-likes in NoveList Plus. Looking for Common Core resources for students, teachers, and parents. NoveList Select: Your catalog, only better. Turn your existing catalog into a place for book discovery, adding reader-focused features such as reading recommendations, series information, book reviews, book jackets, and more. Come hear about a public library implementation and find out more about staff use and patron experiences.

Sponsored by: EBSCO

Speaker: Sharon Shaloo or designee; authors will be announced one month in advance of conference via the All-Regions listserv and Facebook

Wednesday 1:25pm-2:45pm North Ballroom

Turning Outward to Lead Change in Your Community: Turn Quiz

Wednesday 2:45pm-4:00pm Ballrooms A and B

The Promise of Libraries Transforming Communities

Closing Speakers: Maureen Sullivan and Mike Wood, The Harwood Institute and the Community Initiatives Project Maureen Sullivan, the 2012-2013 President of the American Library Association, and Mike Wood, of the Harwood Institute for Public Innovation, will describe the partnership of these two organizations and the work to date to create resources for libraries to engage their communities and play a stronger role in creating impact. They will introduce a few of the tools that have been developed and discuss practical steps for getting started in your community.

Speakers: Maureen Sullivan, 2012-2013 ALA President and Mike Wood, Vice President of Strategic Partnerships, Harwood Institute

Wednesday 12:00pm-1:15pm Junior Ballroom

Massachusetts Center for the Book and MLA present Speed Dating with Massachusetts Authors

Get up close and personal with eight "must-read" and award-winning Massachusetts authors during this lively and fast-paced event. You will meet each author for five to eight minutes in small group discussions and take away at least one book you hear about during the program. Come join the fun!

Sponsored by Massachusetts Center for the Book

Speakers: Sharon Shaloo or designee; authors will be announced one month in advance of conference via the All-Regions listserv and Facebook

Wednesday 1:25pm-2:45pm North Ballroom

MLA Business Lunch

Wednesday 2:45pm-4:00pm Ballrooms A and B
Visit library.biblioboard.com to download the conference app!
See the Registration Desk for details.

Featured Programs (Prefunction Area)

MLA Basket Raffle Mon–Wed Schedule will be posted at conference
Glory in the creativity of your fellow member libraries and bid on the amazing array of baskets that they’ve created! Raffle tickets will be available throughout conference at a cost of $10 for 5 and $20 for 12. Tickets will be drawn on Wednesday before the Business Meeting. All proceeds support the programs of the Massachusetts Library Association.

NEW THIS YEAR! One Book, One Conference at MLA! The Story Hour by Thrity Umrigar Mon–Tues
Join us in our first conference-wide read! All conference attendees are invited to read The Story Hour participate in discussions, and attend a talk by best selling author and returning MLA guest, Thrity Umrigar, during Monday’s lunch (meal purchase optional). The Story Hour has been called a “taut, suspenseful page-turner” by The Boston Globe and a “smart, compulsively readable work” by Kirkus Reviews. You’ll love it!
Be sure to pick up your “One Book, One Conference” buttons at registration and wear them proudly. Enter to win a collection of Thrity Umrigar’s books, signed by the lovely author herself.

Aldrich Adopt a Library Telescope Program Mon–Wed
Come view the sun and stars through solarscopes and telescopes provided by the Aldrich Astronomical Society. Learn how your library/school can become an active STEM (Science, Technology, Engineering & Math) center through the programs available to put telescopes in the hands of your patrons. Learn about grant funding and purchase opportunities. (This program has received the “Out of the World Outreach Program Award” sponsored by Astronomy Magazine.)

Speakers: Jim J. Zebrowski, President of Aldrich Astronomical Society; Members of the Aldrich Astronomical Society

STEM Programming in Libraries—Easier than you think! Mon–Wed
3D Printing, Seizmosim Programs, and other Tech Tools used in programming at the Bellingham Public Library STEM (Science, Technology, Engineering & Math) education...we’ve all heard about its importance, come and see how the Bellingham Public Library has expanded its programming for patrons of all ages in STEM topics.

MLA Mentoring/Buddy Program
MLA is welcoming new members and conference attendees this year. We look forward to meeting more of our colleagues and want to do all that we can to make conference an enjoyable experience for them right from the start! If you did not have a chance to sign up in advance, check at the registration table for more information!

Lilly, Worcester Public Library Bookmobile/Library Express at MLA, Mon–Wed, Tuesday/Wednesday 12:30pm-3:00pm and Tuesday, 12:30pm-1:30pm Outside the DCU Center
“Lilly,” one of Worcester Public Library’s mobile libraries, will be outside and open for browsing. Launched in January 2014, Lilly is a converted box truck. All of the customization was done by Moroney Bookmobiles of Worcester. One of two vehicles that make up the Library Express program, Lilly’s collection focuses on children and teens. Lilly and “Libby” are on the road five days a week visiting elementary schools, after-school programs and senior and public housing communities.

Zumba® Librarians Tuesday/Wednesday 7:30am-8:15am
You’ve heard of Limber Librarians? Let’s spice things up with Zumba® Librarians! Start the conference off with a fun, Latin inspired fitness class combining salsa, merengue, reggaeton, bollywood, cumbia, pop, and hip hop. No dance experience required, it’s all about moving to the music, reducing stress, getting that heart pumping and boosting your energy for all that this year’s conference has to offer. Comfortable clothes, athletic shoes, and a water bottle recommended. Led by certified Zumba® instructor Joanne Lamorte.

Instgram Photo Booth Sponsored by YSS, Mon–Wed
What do librarians look like? Come visit our photo booth that includes special props and costumes to share on your social networking sites with the #masslib15 hashtag.
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